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IN THE CLAIMS:

1. (Currently Amended) A method for recommending one or more available items to a user, comprising the steps of:

generating a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;

obtaining at least one third party recommendation for at least one of said available items that reflects a history of selecting said one or more items by at least one third party; and generating a third party recommendation score for said at least one of said available items based on said third party recommendation; and

calculating an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.

2. (Canceled)

- 3. (Currently Amended) The method of claim 2 claim 1, wherein said generating a third party recommendation score step further comprises the step of averaging a plurality of third party recommendation scores for said at least one of said available items.
- 4. (Original) The method of claim 1, wherein said obtaining step further comprises the step of receiving said third party recommendation score from a remote recommender.
- 5. (Original) The method of claim 4, wherein said received third party recommendation includes an indication of whether said corresponding recommended item was selected by said third party.
- 6. (Original) The method of claim 1, wherein said one or more items are programs.
- 7. (Original) The method of claim 1, wherein said one or more items are content.
- 8. (Original) The method of claim 1, wherein said one or more items are products.

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- 9. (Original) The method of claim 1, wherein said third party is a selected individual.
- 10. (Currently Amended) A system for recommending one or more available items to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

generate a user recommendation score for at least one of said available items that
reflects a history of selecting said one or more items by said user;

obtain at least one third party recommendation for at least one of said available items that reflects a history of selecting said one or more items by at least one third party; and generate a third party recommendation score for said at least one of said available items based on said third party recommendation; and

recommendation score is adjusted based on said third party recommendation score.

- 11. (Canceled)
- 12. (Currently Amended) The system of claim 11 claim 10, wherein said processor is further configured to average a plurality of third party recommendation scores for said at least one of said available items
- 13. (Original) The system of claim 10, wherein said system receives said third party recommendation score from a remote recommender.
- 14. (Original) The system of claim 13, wherein said received third party recommendation includes an indication of whether said corresponding recommended item was selected by said third party.
- 15. (Original) The system of claim 10, wherein said one or more items are programs.
- 16. (Original) The system of claim 10, wherein said one or more items are content.

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- 17. (Original) The system of claim 10, wherein said one or more items are products.
- 18, (Original) The system of claim 10, wherein said third party is a selected individual.
- 19. (Currently Amended) An article of manufacture for recommending one or more available items to a user, comprising:
- a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:
- a step to generate a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;
- a step to obtain at least one third party recommendation for at least one of said available items that reflects a history of selecting said one or more items by at least one third party;-and
- a step to generate a <u>third party</u> recommendation score for said at least one of said available items based on said third party recommendation; and
- a step to calculate an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.
- 20. (Canceled)